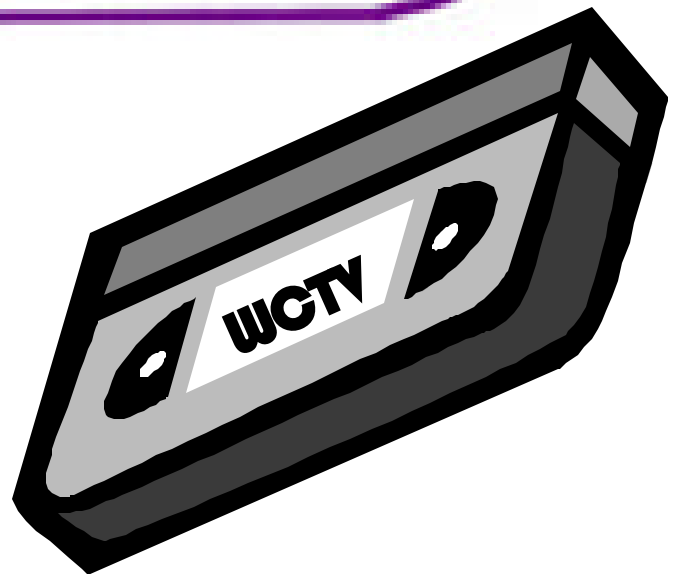


Mr. Niggemeyer
Webster City high School



WCTV
Webster City High School
Webster City, Iowa

Instructor: Mr. Niggemeyer

Pre-requisites: *Intro to Mass Communications &
Broadcast Fundamentals*

Course length: Year Long Credit: 6

Rationale

Video communications technologies have a tremendous influence on our attitudes and perceptions of the world around us. This medium is one of the most powerful communications tools for shaping values and conveying information in our modern culture. We depend on video technology for education, information, entertainment and persuasive advertisement therefore, it is imperative that our students understand how to use this medium and how to produce their own audio-visual messages.

Course Objectives

- **** To develop in the student an understanding of video communications systems.
- **** To develop an understanding of the problems and controversies surrounding the use of video communications technologies.
- **** To provide students with opportunities for “hands-on, minds-on” experiences through planned activities , integrated projects and demonstrations.
- **** To develop an understanding of the variety of career opportunities available in the video communications field.
- **** To develop understanding and respect for the safe and efficient use of technical equipment used in video communications.

Course Description

This course is designed for students who have a strong interest television broadcasting. Our goal is to produce a weekly newscast that airs throughout Webster City High School and also on local cable access television, **Channel 17**. Students will learn every aspect of live to tape television production: how to write a script; conduct interviews; story design and storyboard ideas; videotaping footage; editing stories together with footage; anchoring; reporting; producing; directing; operating a professional video camera; and audio mastering . Students at Webster City will work in a state-of-the-art video production studio, complete with analogue and digital editing equipment. To stay in touch with what is happening in the profession, we will tour television facilities and entertain guest speakers.

Characteristics We Value In The Classroom

1. **Respect.** (*Show respect for everyone and everything.*)
2. **Integrity.** (*Be honest in everything that you do!*)
3. **Work Ethic.** (*Try your hardest. That's all I ask.*)
4. **Commitment.** (*Come to class **on time** ready to listen, participate, work and learn.*)
5. **Fun.** (*It's my job to make this class enjoyable. Learning is fun.*)

Expectations

1. *Be in the Broadcast Studio by the beginning of class. Maybe even a little early!*
2. *All stories and segments must be completed **24 hours** before their projected air date. No late stories will be accepted! Respect the fact that your director must have time to write and edit the Show Script.*
3. *You are responsible for making sure all segments have been edited on to **your** WCTV master segment tape, and that it is clearly labeled with the story name and forwarded to the technical staff to be recorded onto the master show tape.*
4. *After being absent, it is your responsibility to check with the director and technical staff and review the progress of your segment.*
5. *Please do not bring food or drink into the Broadcast Studio or Control Room.*
6. *You are expected to compile a resume' tape of all segments you contributed to the finished productions. You are also responsible for maintaining your portfolio folder by the assigned date.*
7. *You are expected to complete all story designs, scripts, and storyboards on the provided computer templates. No handwritten work will be accepted unless you are notified otherwise by your instructor.*

Assessment:

Your assessment will be broken down by the following categories:

1. **Newscast Proficiency Performance.**
*Displays competency in the work area.
Displays creativity in assignments.
Manages time well.*
2. **Assigned Story Completion.**
*Completes stories on time.
Acts for the good of the entire group.*

3. Teamwork and Group Communication Skills

Works well with others.

Respects equipment, as well as personal responsibilities when using equipment.

Arrives to class on time and ready to learn.

4. Portfolio

Shows improvement through portfolio.

Respects use of provided templates.

How Do I Get An “A” In This Class?

Follow the expectations of the class: Come to class prepared every day on time. Respect everyone and everything in the classroom. Respect the time given to you during this class period. Be committed to helping produce the best possible WCTV that we can. Understand that class responsibilities will probably require you to commit time outside of the normal class period in order for you to complete a quality segment on time. Do the work and try your hardest. Be honest in everything you do. Get involved and have fun.

If you meet these criteria, the rest will take care of itself.

Twelve Helpful Tips for Shooting Great Video.

- 1. Use manual focus if your camcorder has it.*
- 2. Set the white balance at every location.*
- 3. When shooting outdoors, keep the sun behind you.*
- 4. *****Plan your shots*****Plan your shots*****Plan your shots*****!!!!*
- 5. Use a tripod (Sticks) or other image stabilization device whenever possible.*
- 6. For handheld stability, imagine your camera is a very full cup of hot coffee!*
- 7. Use the zoom to compose your shot, Avoid the zoom while the tape is rolling.*
- 8. Move the camcorder only when necessary.*
- 9. Shoot to edit.*
- 10. Keep your average shot length between 5 and 10 seconds.*
- 11. Keep the shot steady (no zoom or pan) for at least 10 seconds.*
- 12. While shooting, be as inconspicuous as possible to best capture the true behavior of your subject.*



Ten Helpful Hints for Recording Great Audio.

1. Use an external microphone if you have one.
2. Get the microphone close to the talent.
3. * Listen through headphones while you shoot.
4. Keep the hand movements on the camcorder to a minimum.
5. Use a handheld mic for man-on-the-street interviews.
6. Use a lavalier or boom mic for studio settings.
7. Use a wireless mic to avoid cable hassles.
8. *Keep audio in mind when scouting for shooting locations.
9. Don't move mic cables while recording.
10. Avoid long cable runs to minimize interference.



Proper Lighting Techniques.

1. Fill Light - existing light (ambient light)
2. Key Light - light source added to highlight the subjects features.
3. Kick Light - light added (usually behind) to give the subject 3rd dimension.
4. Use gels to warm or cool down the fill light.

